

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
A280.5939
M34C

Consumer Purchases of Selected **FRUITS AND JUICES**

in SEPTEMBER

1956



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ - 34
Agriculture - Washington

December 1956

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN SEPTEMBER 1956

The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange and grape juices during September 1956 were down about 6 percent and 11 percent respectively from September 1955. However, as a result of larger purchases of other frozen concentrated juices not covered separately in this report, total purchases of frozen concentrated juices were only about 5 percent smaller than in September 1955.

Purchases of frozen concentrated orange juice were up slightly from August 1956. Prices paid held at about the same level as in the preceding month but averaged almost 1 cent a 6-ounce can higher than in September 1955.

As a result of a decline in the proportion of families buying, the volume of frozen concentrate for lemonade purchased by United States householders during September was about 10 percent smaller than in September 1955. Prices paid were unchanged from a year earlier.

Householders during September continued to buy more canned single-strength orangeade than in September 1955. On the other hand, purchases of shelf-pack concentrate for orangeade were lower. Prices paid for single-strength orangeade were down slightly from September 1955 but prices paid for shelf-pack concentrate for orangeade were unchanged.

Householders' purchases of major single-strength citrus juices, with the exception of lemon juice, were smaller during September 1956 than in September 1955. Lemon juice purchases were up about 33 percent from September 1955. Prices paid for lemon juice were unchanged from a year earlier but higher prices prevailed for orange, grapefruit, and orange-grapefruit blended juices.

For the noncitrus juices covered in this report, total purchases during September 1956 were smaller than in September 1955. Householders, however, continued to purchase more prune juice than in the corresponding month a year earlier. Grape juice purchases were almost unchanged from September 1955 but pineapple and tomato juice purchases were about 11 and 12 percent lower respectively than in that earlier period. Householders paid about the same price as in September 1955 for grape, prune, and pineapple juices, but slightly higher prices for tomato juice.

Householders' purchases of fresh oranges and grapefruit, although seasonally low during September 1956, were lower than in September 1955. Fresh lemon purchases during September 1956 were also down from a year earlier.

Declines in the volume of oranges, grapefruit, and lemons bought by householders in September 1956 as compared with a year earlier were primarily the result of fewer families buying, as the average quantities of these fruits purchased by those buying were practically unchanged from September 1955.

Prices paid for fresh oranges during September were almost unchanged from a year earlier but averaged about 8 cents higher per dozen for grapefruit and about 3 cents higher for lemons.

FROZEN JUICES AND ADES

Householders bought about 4.7 million gallons of frozen concentrated orange juice during September 1956, about a 6-percent smaller volume than in September 1955. Although purchases continued to be smaller than in the corresponding month of the 1954-55 season, they were up slightly from the preceding month, August 1956 (fig. 4).

Smaller purchases of frozen orange juice in September 1956 as compared with September 1955 were primarily the result of a decline in the proportion of families buying, 28.4 percent in September 1956 as compared with 30.8 percent in September 1955. The average quantity purchased by those buying was only slightly smaller.

Prices paid for frozen concentrated orange juice averaged 17.2 cents a 6-ounce can, almost unchanged from August 1956 but up almost 1 cent from September 1955 (table 1).

Household buying of frozen concentrated grape juice during September 1956 was down slightly from August 1956 and almost 11 percent smaller than in September 1955. About 4 percent of United States families bought the product during September 1955 compared with about 4.5 percent in August 1956 and September 1955. The average quantity purchased by families buying in September was unchanged from September 1955 but was slightly larger than in August 1956.

The average price of 19.4 cents a 6-ounce can paid by householders for frozen concentrate for grape juice during September 1956 was unchanged from September 1955 and only fractionally higher than in August 1956 (table 1).

The volume of frozen concentrate for lemonade purchased by United States householders in September was down sharply from August 1956 reflecting the seasonal nature of the demand for the product. Purchases in September were also below the volume of September 1955 (fig. 5). This decline was entirely the result of fewer families buying as the average quantity purchased by those buying was slightly larger than in September 1955. Householders paid an average of 13.3 cents for a 6-ounce can of frozen lemonade in September, the same price as in September 1955 (table 1).

CANNED JUICES

Household buying of canned single-strength orange juice during September 1956 was up slightly from August 1956 but was down about 28 percent from September 1955 (fig. 6).

About 8 percent of all families in the country bought canned orange juice in September 1956 compared with about 11 percent in September 1955. The proportion of families buying in September was the lowest recorded since this series began in October 1949. The average quantity purchased by those buying during September was also lower than in September 1955.

The average price of 36.2 cents reported paid for a 46-ounce can of orange juice was about 4 cents higher than in September 1955 and the highest reported since October 1950.

Consumer purchases of single-strength grapefruit juice during September 1956 were down from August 1956 and from September 1955 (fig. 6). About 8 percent of the Nation's families bought grapefruit during September 1956 compared with 8.5 percent in September 1955. Buying families during September purchased an average of about 98 ounces of grapefruit juice per family or about 4.5 ounces less than in September 1955. Prices paid by householders for canned grapefruit juice during September averaged 27.3 cents a 46-ounce can, up 0.7 cent from August 1956 and 2.6 cents from September 1955 (table 2).

Slightly larger purchases of orange-grapefruit blended juice than in August 1956 were reported by householders during September 1956, but purchases were well below the volume of September 1955. This lower purchase volume resulted from decreases in the proportion of families buying and in the average quantity taken by those buying.

Prices paid for orange-grapefruit juice averaged 32.1 cents per 46-ounce can, about 2.5 cents higher than in September 1955 and the highest price reported since May 1951 (table 2).

Although purchases of canned single-strength lemon juice showed a seasonal decline in September, larger purchases were made than in September 1955. The increase was primarily the result of an increase in the proportion of families buying the product. Prices paid were practically unchanged from September 1955.

Purchases of canned single-strength grape juice during September were down slightly from August 1956 but were almost unchanged from September 1955. Slightly more than 4 percent of the families in the United States bought grape juice--the same proportion as in September 1955. Prices paid were unchanged from September 1955.

The volume of single-strength pineapple juice purchased by householders during September was slightly larger than in the preceding month but about 11 percent smaller than in September 1955. Buying families during September 1956

had slightly larger average total purchases than in September 1955 but a smaller proportion of families bought the product. Prices paid were almost unchanged from September 1955.

Larger purchases of prune juice were reported by householders in September 1956 than in September 1955. This was a result of increases in both the average quantity purchased by those buying and in the number of families buying. There was little change from September 1955 in the average price paid for prune juice by householders.

About 1.4 million cases (equivalent No. 2 cans) of tomato juice were purchased by householders in September 1956. This was about 12 percent more than in August 1956 but about 12 percent less than in September 1955. Prices paid for tomato juice averaged about 28.7 cents--2 cents a 46-ounce can higher than in September 1955 (table 2).

FRESH FRUIT

About 80 percent or 0.9 million of the approximate 1.1 million boxes of fresh oranges bought by householders during September 1956 were California-Arizona fruit. Purchases of Florida oranges, normally small during September because of seasonally low supplies, were down about 33 percent from September a year earlier, while purchases of California-Arizona oranges were down 15 percent from this earlier period (fig. 8).

There was little change from September 1955 in the average number of oranges purchased per buying family but the proportion of families that bought oranges dropped from 25.3 percent in September 1955 to 22.3 percent in September 1956. An average price of 44.7 cents per dozen--almost unchanged from a year earlier--was reported paid by householders in September 1956 (table 3).

Householders during September 1956 purchased the equivalent of about 161,000 boxes of fresh grapefruit compared with about 215,000 boxes in September 1955. Purchases of Florida grapefruit during September, in addition to reflecting seasonally low supplies, were also smaller than in September 1955, with less than 1 percent of the families of the country buying. Purchases of California-Arizona grapefruit and grapefruit unidentified as to origin were also substantially smaller than in September 1955.

The decline in total purchases of fresh grapefruit compared with September 1955 was solely the result of fewer families buying as the average number of fruit purchased by those buying was almost unchanged from September 1955. Prices paid for grapefruit averaged about 8 cents per dozen higher than in September 1955 (table 3).

Householders bought about 309,000 boxes of fresh lemons during September 1956, a sharply reduced volume compared with the preceding month and an 8 percent smaller volume than during September 1955.

The average number of lemons purchased by those families buying was lower during September than in August 1956 but was almost unchanged from September 1955. The proportion of families buying fresh lemons, however, was lower than either of these earlier periods. Prices paid by householders for fresh lemons averaged almost 46 cents per dozen or about 3 cents more than in September 1955 (table 3).

Table 1.--Frozen concentrated juices and ades: U. S. total consumer purchases and average price, September 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit		
					Purchases		Quantity per purchase		Unit	1956	1955
	1956	1955	1956	1955	1956	1955	1956	1955			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	28.4	30.8	4,669	4,966	2.2	2.3	19.4	18.8	6	17.2	16.4
Grape	4.0	4.5	312	349	1.5	1.5	13.4	13.4	6	19.4	19.4
Other concentrates	1/	1/	280	238	1/	1/	14.3	12.6	6	15.3	15.8
Total	30.4	32.8	5,261	5,553	2.4	2.5	18.6	18.0			
Concentrated ades											
Frozen											
Lemonade	6.3	7.4	648	720	1.5	1.4	18.0	18.0	6	13.3	13.3
Shelf-pack											
Orangeade	1.1	1.3	102	108	1.6	1.5	15.6	14.9	6	16.8	16.8

1/ Information not available.

Table 2.--Canned single-strength juices and ades: U. S. total consumer purchases and average price, September 1956 and 1955 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	cases 1/	cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
Canned juices			1,000	1,000						
Orange	8.1	11.1	839	1,161	1.7	1.7	52.4	55.2	46	36.2
Grapefruit	8.1	8.5	890	942	1.6	1.6	61.0	63.9	46	27.3
Orange and grapefruit blend	3.2	3.4	241	314	1.3	1.5	51.4	54.7	46	32.1
Lemon	2.8	2.3	61	46	1.3	1.2	15.1	15.1	5½	12.4
Grape	4.2	4.2	175	178	1.4	1.3	26.7	29.5	24	34.1
Pineapple	12.7	14.7	1,320	1,484	1.5	1.5	59.8	58.4	46	27.2
Prune	7.6	7.4	639	561	1.9	1.8	38.8	38.6	32	32.4
Tomato	15.2	17.0	1,418	1,609	1.5	1.5	53.5	54.8	46	28.7
Total 2/	44.8	47.3	6,579	7,068	2.6	2.6	49.4	51.0		
Canned ades										
Orangeade	4.0	3.5	522	406	1.6	1.6	73.9	66.2	46	26.6
										27.3

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, September 1956 and 1955 (4-week period)

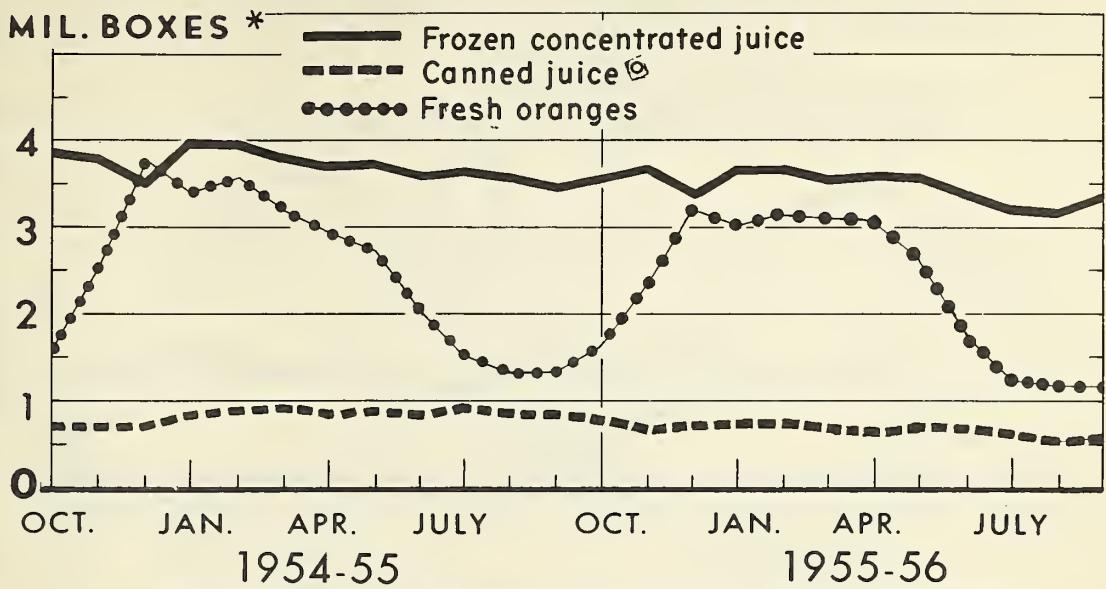
Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1956	1955	1956	1955	1956	1955	1956	1955	1956	1955
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Cents	Cents
Oranges										
California-Arizona	18.8	20.5	886	1,038	1.9	2.0	13.0	12.4	44.7	45.4
Florida	1.6	2.4	86	128	1.7	1.6	11.4	11.9	45.1	44.5
Unidentified	3.8	4.7	144	158	1.4	1.4	13.3	12.0	45.3	43.6
Total 1/	22.3	25.3	1,129	1,335	1.9	2.0	12.9	12.3	44.7	45.0
Grapefruit										
California-Arizona	2.1	2.6	71	91	1.6	1.5	3.8	4.1	115.3	105.1
Florida	2/	1.3	2/	54	2/	1.5	2/	3.8	2/	122.1
Unidentified	1.5	2.4	58	68	1.6	1.4	4.2	3.7	120.7	116.4
Total 1/	3.9	5.5	161	215	1.8	1.7	4.0	3.9	120.5	112.3
Lemons										
Total 3/	20.7	21.9	309	337	1.6	1.6	6.9	7.0	45.8	42.7

1/ Includes small purchases of Texas fruit.

2/ Too few purchases reported for analysis.

3/ Includes small purchases of other citrus fruits.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH FRUIT EQUIVALENT

†INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1929-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 1

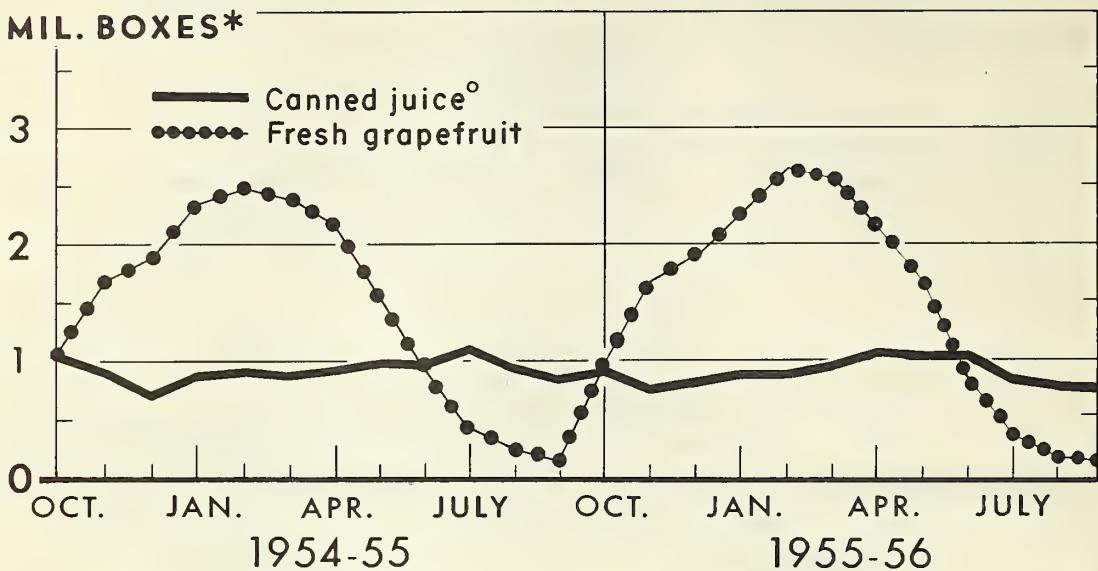
Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1954 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,643	1,574	3,597	3,850	773	722	6,013	6,146
November	2,350	2,518	3,621	3,769	672	713	6,643	7,000
December	3,270	3,764	3,395	3,486	723	711	7,388	7,961
October-December 2/	8,020	8,612	11,471	11,917	2,337	2,299	21,628	22,828
January	3,008	3,400	3,671	3,984	747	830	7,426	8,214
February	3,142	3,555	3,649	3,972	715	897	7,506	8,424
March	3,126	3,181	3,569	3,775	693	912	7,388	7,868
October-March 2/	18,166	19,543	23,406	24,599	4,675	5,177	46,247	49,319
April	3,055	2,965	3,603	3,685	664	841	7,322	7,491
May	2,617	2,709	3,565	3,700	685	872	6,867	7,281
June	1,726	2,001	3,390	3,568	684	822	5,800	6,391
October-June 2/	26,041	27,758	34,916	36,420	6,865	7,937	67,822	72,115
July	1,268	1,522	3,201	3,648	612	922	5,081	6,092
August	1,160	1,331	3,147	3,554	552	836	4,859	5,721
September	1,129	1,335	3,310	3,496	571	824	5,010	5,655
Season 2/	29,875	32,270	45,455	48,025	8,467	10,724	83,797	91,019

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT o INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1930-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 2

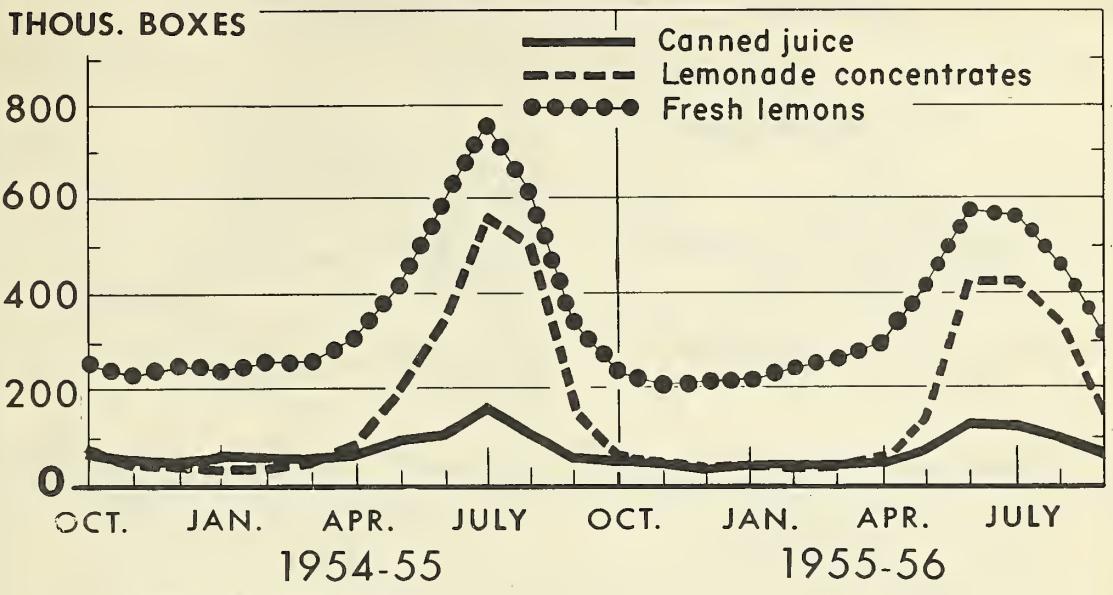
Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1954 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes
October	984	1,053	921	1,037	1,905	2,090
November	1,695	1,694	772	911	2,467	2,605
December	1,932	1,895	828	725	2,750	2,620
October-December 2/	5,165	5,121	2,722	2,847	7,887	7,968
January	2,246	2,330	882	882	3,128	3,212
February	2,672	2,498	877	907	3,549	3,405
March	2,543	2,387	962	887	3,505	3,274
October-March 2/	13,370	12,995	5,670	5,734	19,040	18,729
April	2,165	2,162	1,050	924	3,215	3,086
May	1,668	1,552	1,032	978	2,700	2,530
June	860	948	1,034	970	1,894	1,918
October-June 2/	18,411	17,950	9,034	8,857	27,445	26,807
July	353	434	868	1,112	1,221	1,546
August	184	244	792	950	976	1,194
September	161	215	771	868	932	1,073
Season 2/	19,142	18,905	11,653	12,016	30,795	30,921

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH FRUIT EQUIVALENT

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1931-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1954 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	228	252	39	54	49	51	53	59	320	365
November	207	225	35	49	37	35	39	37	281	311
December	216	243	36	44	31	27	34	29	286	316
October-December 3/	743	785	129	161	125	120	133	132	975	1,078
January	218	234	37	51	32	26	37	27	292	312
February	242	251	42	48	34	29	36	31	320	330
March	261	252	42	46	37	41	40	43	343	341
October-March 3/	1,492	1,583	262	318	230	224	255	241	2,009	2,142
April	288	307	46	54	58	68	59	72	393	433
May	416	407	71	84	135	187	138	197	625	688
June	573	587	124	96	410	327	425	342	1,122	1,025
October-June 3/	2,876	2,997	528	572	894	865	937	913	4,341	4,482
July	563	754	117	160	415	526	426	554	1,106	1,468
August	457	610	96	108	341	461	351	480	904	1,198
September	309	337	65	50	137	152	141	157	515	544
Season 3/	4,303	4,814	815	909	1,870	2,085	1,940	2,186	7,058	7,909

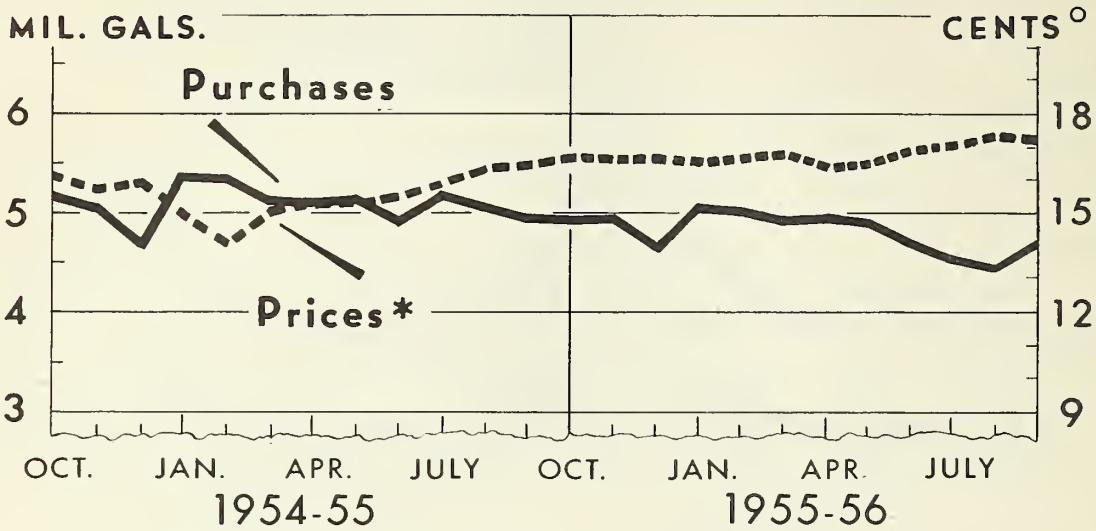
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

OPPER 6-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1932-56(11) AGRICULTURAL MARKETING SERVICE

Figure 4

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1954 to date

Period	Purchases		Average price per 6 oz. can	
	1955-56	1954-55	1955-56	1954-55
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,962	5,161	16.6	16.1
November	4,995	5,052	16.6	15.7
December	4,683	4,673	16.7	15.9
October-December 1/	15,822	15,974		
January	5,043	5,377	16.6	14.9
February	5,012	5,360	16.7	14.0
March	4,903	5,094	16.8	14.8
October-March 1/	32,216	33,089		
April	4,970	5,090	16.4	15.2
May	4,917	5,111	16.5	15.3
June	4,676	4,928	16.8	15.5
October-June 1/	48,092	49,417		
July	4,515	5,182	17.0	15.9
August	4,439	5,048	17.3	16.3
September	4,669	4,966	17.2	16.4
Season 1/	62,957	65,901		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

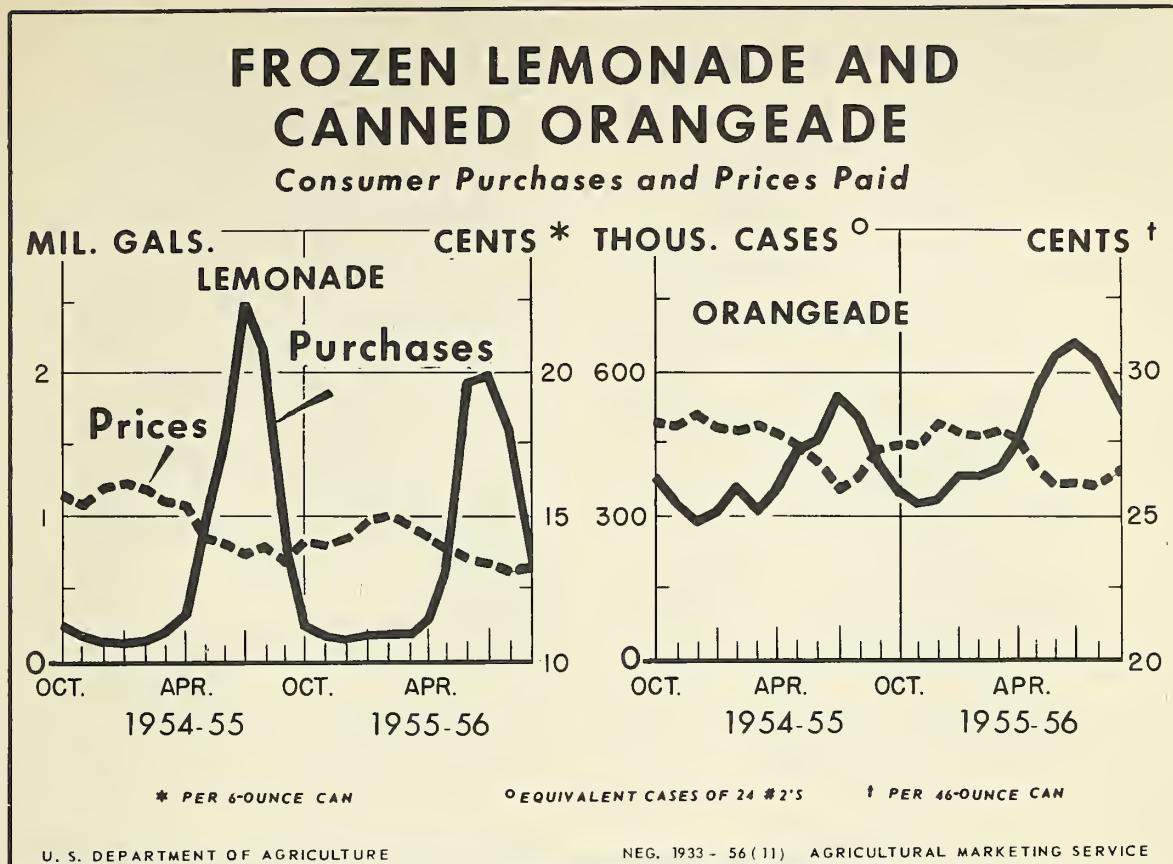


Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1954 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	230	244	14.0	15.7	351	373	27.5	28.2
November	174	167	14.0	15.4	326	326	27.3	28.1
December	147	127	14.3	16.0	330	290	28.2	28.5
October-December 2/	593	568			1,071	1,070		
January	153	121	14.8	16.2	379	306	27.9	28.1
February	163	136	14.8	15.9	379	361	27.6	28.0
March	177	194	14.7	15.5	393	311	28.0	28.2
October-March 2/	1,121	1,061			2,348	2,136		
April	273	321	14.2	15.3	446	348	27.6	27.9
May	640	887	13.8	14.3	563	436	26.7	27.5
June	1,942	1,551	13.6	14.0	634	458	26.2	26.9
October-June 2/	4,239	4,099			4,106	3,492		
July	1,966	2,493	13.3	13.6	660	551	26.2	25.9
August	1,614	2,184	13.1	13.9	627	512	26.1	26.3
September	648	720	13.3	13.3	522	406	26.6	27.3
Season 2/	8,866	9,882			6,087	5,076		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

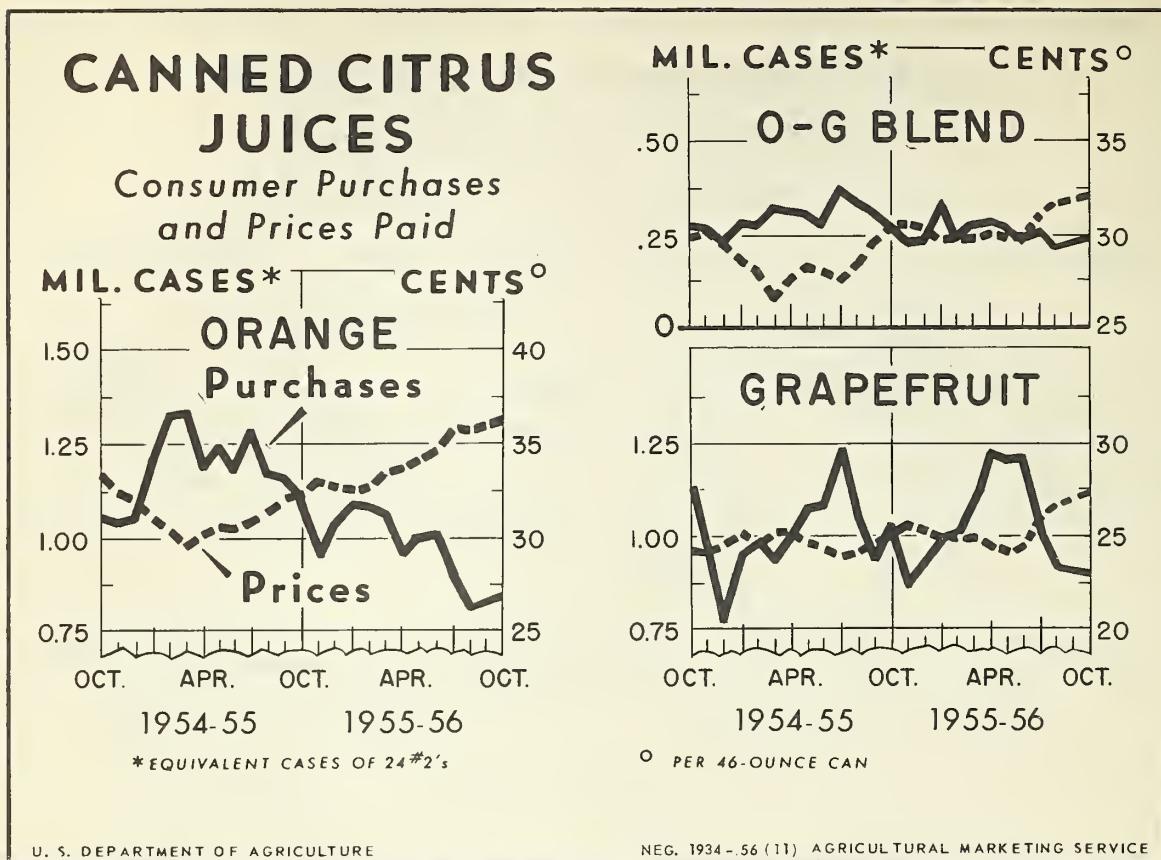


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1954 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can		Purchases		Average price per 46 oz. can	
	1,000 cases 1/ cases 1/	1,000 cases 1/ cases 1/	Cents	Cents	1,000 cases 1/ cases 1/	1,000 cases 1/ cases 1/	Cents	Cents	1,000 cases 1/ cases 1/	1,000 cases 1/ cases 1/	Cents	Cents
October	1,104	1,054	32.3	33.4	1,033	1,127	25.3	24.1	274	276	30.4	29.9
November	954	1,043	33.0	32.4	857	978	25.5	24.0	248	267	30.6	30.1
December	1,038	1,056	32.8	32.0	930	767	25.2	24.6	244	235	30.2	29.4
October-December 2/	3,351	3,381			3,059	3,060			800	824		
January	1,081	1,212	32.7	31.0	981	952	24.9	25.1	331	285	29.0	28.6
February	1,077	1,321	33.1	30.4	1,025	984	24.8	24.6	232	283	29.6	28.1
March	1,021	1,326	33.5	29.5	1,114	939	24.8	25.2	273	322	29.8	26.5
October-March 2/	6,801	7,591			6,439	6,157			1,706	1,795		
April	960	1,190	33.5	30.2	1,223	1,006	24.5	25.2	285	312	30.0	27.7
May	1,000	1,241	34.2	30.6	1,204	1,077	24.4	24.6	277	307	29.1	28.3
June	1,013	1,176	34.5	30.5	1,221	1,080	24.6	24.4	247	280	30.0	28.1
October-June 2/	9,996	11,515			10,370	9,593			2,592	2,779		
July	898	1,287	35.7	30.8	1,007	1,235	26.0	23.9	262	377	31.0	27.6
August	814	1,170	35.6	31.4	924	1,049	26.6	24.1	227	334	31.9	28.5
September	839	1,161	36.2	32.1	890	942	27.3	24.7	241	314	32.1	29.6
Season 2/	12,751	15,425			13,410	13,088			3,377	3,878		

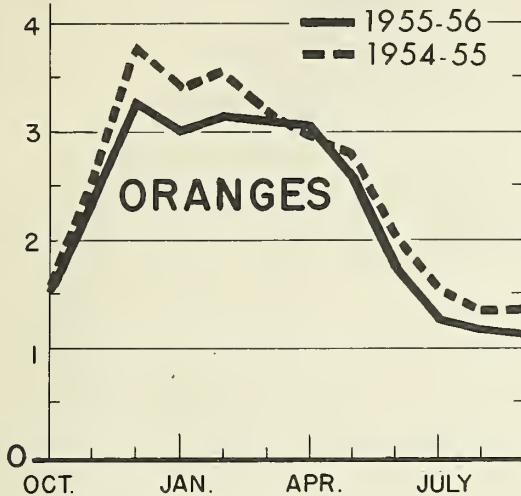
1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH CITRUS FRUIT

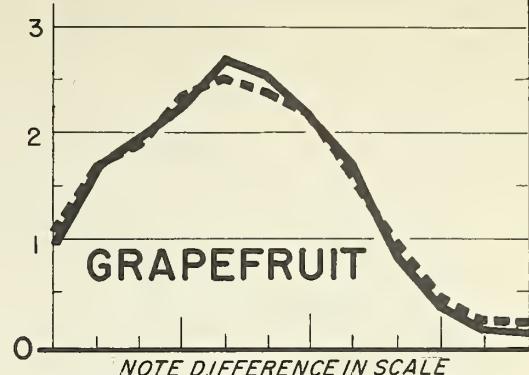
Consumer Purchases

MIL. BOXES



ORANGES

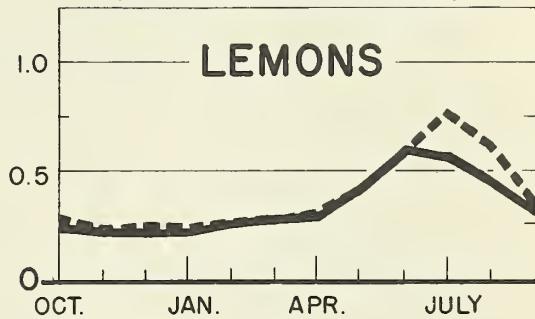
MIL. BOXES



GRAPEFRUIT

NOTE DIFFERENCE IN SCALE

LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1935-56(11) AGRICULTURAL MARKETING SERVICE

Figure 7

Fresh citrus fruit: Consumer purchases and average price paid, October 1954 to date

Period	Oranges				Grapefruit				Lemons			
	Purchases		Average price per dozen		Purchases		Average price per dozen		Purchases		Average price per dozen	
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000	1955-56	1954-55	1,000	1,000	1955-56	1954-55	1,000	1,000	1955-56	1954-55
November	1,643	1,574	42.1	45.6	904	1,053	90.7	92.8	228	252	43.9	45.1
December	2,350	2,518	37.9	35.0	1,695	1,694	80.1	78.4	207	225	45.5	46.8
October-December 1/	3,270	3,764	39.4	35.1	1,932	1,895	77.8	74.9	216	243	46.8	45.0
January	8,020	8,612			5,165	5,121			713	785		
February												
March												
October-March 1/												
April	3,008	3,400	41.4	37.1	2,246	2,330	77.9	74.2	218	234	48.1	46.2
May	3,142	3,555	43.7	37.3	2,672	2,498	73.4	73.4	242	251	46.3	44.0
June	3,126	3,181	44.9	39.8	2,543	2,387	76.0	78.4	261	252	44.6	42.9
October-June 1/	18,166	19,543			13,370	2,995			1,492	1,583		
July												
August												
September												
Season 1/												

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

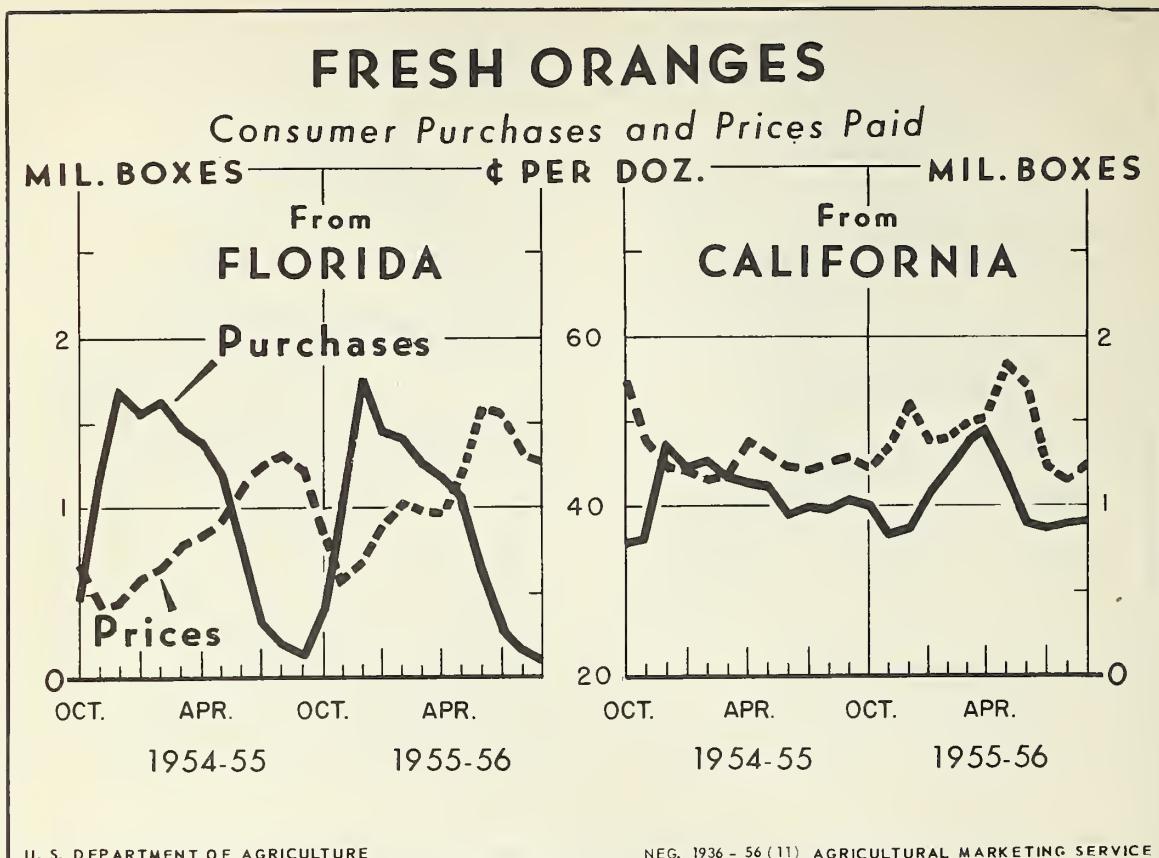


Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1954 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
October	1,000	1,000	Cents	Cents	1,000	1,000	Cents	Cents
November	390	455	36.8	33.3	1,009	789	44.6	54.9
December	1,081	1,194	32.0	28.1	842	809	47.0	47.8
October-December 1/	1,765	1,694	33.8	28.3	871	1,374	52.2	44.5
	3,618	3,600			2,953	3,271		
January	1,427	1,560	37.5	31.4	1,063	1,234	47.4	44.4
February	1,399	1,632	40.2	32.7	1,191	1,261	48.0	43.0
March	1,261	1,471	39.6	35.8	1,304	1,170	49.8	43.8
October-March 1/	8,070	8,704			6,944	7,206		
April	1,186	1,380	39.7	36.7	1,458	1,125	50.3	47.8
May	1,065	1,204	44.5	38.3	1,190	1,116	56.9	46.4
June	596	746	51.5	42.6	892	963	54.1	44.7
October-June 1/	11,137	12,265			10,679	10,636		
July	248	321	50.8	45.3	859	995	44.8	44.0
August	144	182	46.8	46.1	870	986	42.8	44.8
September	86	128	45.1	44.5	886	1,038	44.7	45.4
Season 1/	11,639	12,919			13,515	13,918		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.